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CFC 2001 SPECIAL EDITION

2001

WHS Kicks Off Its 2001 Campaign on October 5 . . .

The Washington Headquarters Services (WHS) officially kicked off its 2001 Combined Federal Campaign (CFC), Friday, October 5, with a spirited rendition of *God Bless America*. With emotions still raw and memories of September 11th painfully vivid, the focus of the CFC Kick Off rally was a unique blending of inspiration to heal recent physical and mental wounds, a determination to do more this year than last, and recognition of a fallen colleague, Meta Waller. Meta was the Army's long-time CFC Campaign Manager who was a victim of the September attack on the Pentagon. The Defense Department's 2001 CFC is dedicated in her honor.

Mr. Paul Haselbush, this year's WHS Campaign Chair, noted the CFC agencies' generous support to the rescue and recovery crews following the Pentagon attack. He thanked his WHS colleagues in advance for their efforts to meet and exceed this year's goal of \$135,000. WHS Director, David O. "Doc" Cooke, somberly remarked on the passing of Ms. Meta Waller and her contributions to the CFC. "She made the CFC one of her personal causes and enthusiastically encouraged others to participate as well. Over the years, Ms. Waller raised more than \$30 million for the CFC."

Mr. Cooke proudly reflected on last year's CFC's successes, noting that

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(l. to r.) Larry Curry, Director, WHS/C&D, with Mr. Cooke after receiving 2001 CFC goal.



Paul Haselbush, WHS CFC Chair, giving opening remarks at WHS Kick Off.



Jan Thompson, Director, WHS/P&SD, with Directorate's Campaign Manager and Keyworkers displaying CFC goal. (l. to r.) Cassie Grant, Jan Thompson, Tanya Schweider (Campaign Manager), Denise Eason-Smith, Arliche Sneed, Tammy Gray, Heidi Smith, and Linda Patten. (Photos on pages 1, 2, 4, and 8 by Shannon Giles, RE&F, Graphics and Presentations.)

. . . Followed by PS&D on October 11

W.C. Fields popularized the idea that one should never share the stage with small children or animals. It was risky, but Jan Thompson, Director of the Personnel and Security Directorate (P&SD), Washington Headquarters Services (WHS), and speakers from two Combined Federal Campaign (CFC) agencies performed

valiantly at the Directorate's afternoon Kick Off rally, October 11, at the AMC Building auditorium. Occasionally, they were upstaged by a very charming rescue dog named Tucker.

The guest speakers engaged an attentive audience by relating how

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the 2000 campaign was the first time WHS participated as an independent entity. The WHS team raised nearly \$150,000, exceeded its assigned goal by 36%, and won an award for its campaign publicity. Mr. Cooke expressed similarly high expectations for this year's campaign as he handed out the CFC goals to the WHS Directors.

The Director of the National Capital Area (NCA) CFC, Clarence Hardy, was at the WHS rally to speak about the special solicitation that's part of 2001 campaign. This solicitation allows donations to CFC agencies to be earmarked for the victims of the Pentagon and World Trade Center disasters.

A special guest at the Kick Off, and one of the stars in this year's NCA CFC video, was WHS' own Brenda Lee. An employee of the Pentagon Renovation Office, Brenda movingly expressed her gratitude for the positive role the CFC has played in her life. Ms. Lee praised the Kidney Foundation for the advice and support it provided when she donated a kidney to her husband, James.

The featured speaker, Linda Mathes, Chief Executive Officer, American Red Cross National Capital (NCA) Chapter, thanked Pentagon workers for the service they provide every day. She shared stories of the recent outpouring of



Mario Lopez, WHS CFC Campaign Manager (left), with Linda Mathes, Chief Executive Officer, American Red Cross. Clarence Hardy (below), CFC Director, NCA, addressing the WHS Kick Off attendees with Mr. Cooke looking on.



Defense Privacy Office, Campaign Manager, Pamela Bennett (center) pictured with Mario Lopez (left) after receiving CFC goal from Mr. Cooke. Below, Mr. Cooke pictured with WHS representatives after distributing CFC goals. (clockwise) Sally Reams, Deputy Director, Systems and Services, DIOR; Henry McIntyre, Director, FOI&SR; and Scott Wiedmann, Deputy Director, FVAP.



generosity and encouraged everyone to use the lessons from the September 11 disaster to make a better tomorrow. "These tragic events, Mathes remarked, "...have given us a new community spirit and a sense of compassion that can never be taken away."

Before the CFC rally ended, WHS unveiled its innovative CFC BINGO—where everyone wins by playing and giving. Many people won BINGO prizes. Mr. Norman Cooper, an employee of the Pentagon Building Manager's Office, provided the musical closure to the Kick Off by singing *America the Beautiful*. Mr. Cooke's closing message aptly expressed the 2001 CFC theme, "Caring is Sharing," noting that, "You make a living by what you get. You make a life by what you give."

(Submitted by Pam Mirelson, CFC Communications Committee.)

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their local organizations provided support in the aftermath of the Pentagon attack. Ms. Grace Hong, Director of Annual Giving, Washington Hospital Center, shared dramatic stories and progress reports for some of the 15 Pentagon employees who were treated at the hospital's Burn Center. Not all of the stories had happy endings. Even those who have been released will require long-term, outpatient treatment, and at least one person remains hospitalized. Ms. Hong noted that the Washington Hospital Center, a private, not-for-profit, teaching hospital, serves more than 200,000 patients annually. It depends on contributions from venues like the CFC to keep its patient care, education, research, technology, and community programs viable.

Mr. Glen Bruce, founder and president of Search and Rescue Dogs of Maryland (SARDOM) introduced Tucker, a playful German Shepherd with a serious job. It surprised many in the audience to learn that SARDOM is an all-volunteer, non-profit organization. Owners train their own dogs to locate lost people using an air scent method, normally a two-year process. SARDOM makes its services available to law enforcement, fire/rescue units, and relief agencies, 24 hours a day, 7 days a week. Mr. Bruce explained that contributions to SARDOM are used to equip it to be self-sufficient for seven days at an emergency site such as at the recent recovery effort at the Pentagon.

Ms. Thompson noted that, as the second largest WHS Directorate, achieving the monetary goal of \$29,500 was key to the success of the

Deputy Director, Chris Koehle, with Grace Hong, Washington Hospital Center, and Tanya Schweider, Campaign Manager, at the P&SD CFC Kick Off at Rosslyn Plaza North, Arlington, VA.



Gamble McCown, trainer and handler, with Tucker, a search and rescue dog, at the P&SD CFC rally at the AMC Building, Alexandria, VA.



Mandy Laughlin (top), P&SD Keyworker, preparing a CFC message for employees. Winnie Rogers (below), P&SD Keyworker, getting ready to post a flyer on the CFC bulletin board.

P&SD campaign. She expressed confidence that, just as last year, the Directorate's staff would not only meet, but also exceed, its goal!

While the level of generosity remains to be seen, Tucker appeared delighted with the first gift of the P&SD campaign—an oversized chew bone adorned with a big red bow. Ms. Tanya Schweider, the P&SD Campaign Manager did the honors.

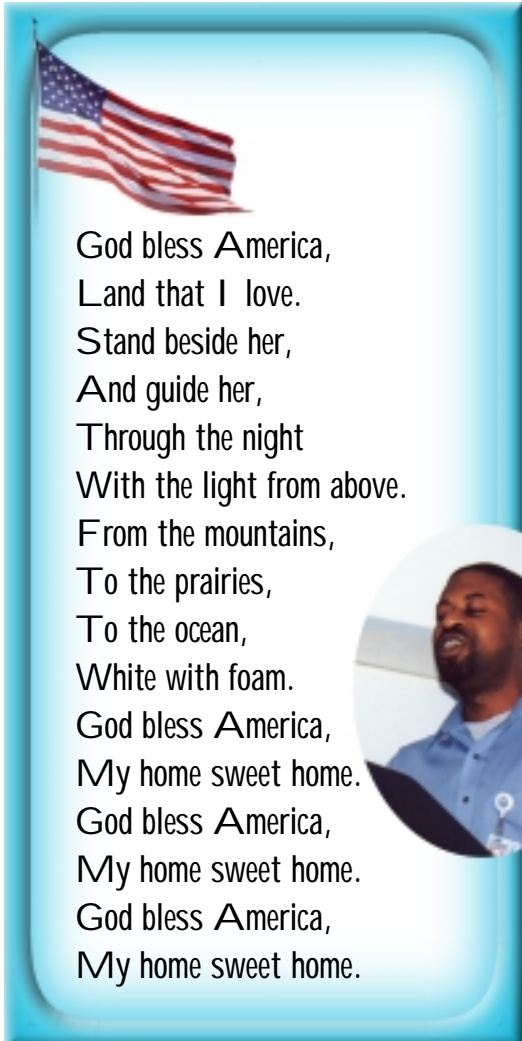
Note: On the morning of October 11, P&SD held a CFC rally for the employees at Rosslyn Plaza North in Arlington. Mr. Chris Koehle, Deputy Director, PS&D, hosted the event.



Ms. Grace Hong from the Washington Hospital Center was the speaker.

(Submitted by Pam Mirelson, CFC Communications Committee.)

*While the storm clouds gather far across the sea,
Let us swear allegiance to a land that's free,
Let us all be grateful for a land so fair,
As we raise our voices in a solemn prayer:*



Steve Kelly, DoD CFC Director, and other attendees sing God Bless America at the opening of the WHS CFC ceremony. Norman Cooper (inset above), RE&F, Building Management Office, sings America the Beautiful at the closing of the WHS CFC ceremony.



Tanya Schweider, Campaign Manager, P&SD, holding a sample Bingo card.

WHS Employees Play CFC BINGO

The introduction of BINGO to the WHS 2001 Combined Federal Campaign (CFC) brought smiles to many during the first week of play. The first grand prizewinner was Linda Van Landuyt who received a gift certificate for a local Italian restaurant. SPC Dustin Swinney took away a personal CD player, and Pearl Skip won a \$50 Home Depot Gift Card.

Other first week BINGO winners included Arliche Sneed, Sandra Weston, Noemi Rosado, Gloria Johnson, LTCol Jon Berrie, Floyd Perry, Andrea Statton, Elaine Perna, Robert Orr, Katina Johnson, Willa Stanton, Jennie Blakeney, Robert Mitchell, Charleen Wilson, Brian Keefover, Brian Howe, Tanya Sampson, Glen Webster, Robert Costanzo, Linda Whitney, John Downey, Tina Jenkins, Susan Leader, Rachel Meredith, and Debbie Lidderdale. Congratulations to all the lucky WHS winners!

BINGO play will continue each week throughout the campaign, which is projected to last through Thanksgiving. Ever since WHS CFC BINGO made its debut, at the WHS CFC Kick Off on October 5, there have been about 20 to 30 BINGO winners each week. There are still many opportunities to win great prizes. It's simple. Turn in your completed and signed pledge card to your Keyworker to receive your game sheets. Remember that contributions remain a personal choice!

Check out the WHS CFC web site for the "How to Play BINGO" guide and to get each day's numbers. It's all at <http://cfc.whs.mil>.



CFC WAS THERE FOR ME

Ms. Brenda Lee, an employee of the Pentagon Renovation Office, and her husband, James Lee, an employee of the Real Estate and Facilities Directorate, tell their remarkable story in this year's National Capital Area (NCA) CFC video. Brenda donated one of her kidneys to James to restore his quality of life. While Brenda and James have always been CFC supporters, they have now become advocates. The Kidney Foundation, a CFC charity, provided assistance and support to Brenda and James at every step along the way from start to finish during their life-altering experience.

The Office of the Secretary of Defense (OSD) Begins CFC 2001

Mr. David O. (Doc) Cooke welcomed over 150 Keyworkers, Team Leaders, Agency Coordinators, and OSD employees for the OSD 2001 Combined Federal Campaign (CFC) Kick Off. The event occurred on October 3 in the Pentagon. Mr. Cooke challenged the audience to make this year's campaign the biggest and the most successful ever!

The Kick Off was hosted by the OSD CFC Chair, the Honorable Charles S. Abell, Assistant Secretary of Defense for Force Management Policy. Mr. Abell, in his keynote remarks, reminded everyone of OSD's long and distinguished history of CFC giving. He said, ".... The outpouring of humanitarian support by OSD organizations and individuals, since the horrible events of September 11, serve as poignant evidence of the great American tradition of helping each other. Many people are asking, 'What can I do?' Participation in the 2002 CFC is one of the most definitive and significant ways to show your support."

After collecting a record setting \$710,000 during the 2000 campaign with participation by 71% of the OSD employees, this year's CFC team has its work cut out. But, the team has an ambitious goal. It wants to beat last year's numbers and achieve even greater success on behalf of the 3,000 charitable organizations represented in the CFC *Catalogue of Caring*.

Ms. Julia Wright and Jeanne Mitchell of the Alexandria and Arlington Chapters of the American Red Cross were the guest speakers at the October 3 event. Their remarks highlighted the immediate and multifaceted aid the Red Cross has provided at the Pentagon since September 11, as well as the day to day support it provides to the community, month after month and year after year.

Capping the event were door prizes and cheerleading led by OSD's Colonel Pat Nolin, Campaign Vice Chair, and Keith Craig, Campaign Manager. Mr. Craig said, "The 2001 campaign will set a new threshold for future OSD campaigns." He continued, "a mid-campaign Keyworker rally is in the works."

At press time, over \$318,900 in contributions had already been collected, representing 47% of goal. This puts OSD well ahead of last year's record setting pace at this point in the campaign.



How Are We Doing?

At the end of week four, the midpoint of the Combined Federal Campaign, the WHS results are superb—\$107,327 achieved of its \$135,000 goal. Seven of 10 activities have exceeded assigned goals, with one already at the 150% mark. The level of individual generosity is noteworthy also. WHS has among its ranks 41 eagle award recipients (contributions of 1% of salary) and 10 of those are double eagles.

DoD Dedicates 2001 CFC to Fallen Army Employee

In her 14 years as the Army's Combined Federal Campaign (CFC) Administrator, Meta Waller raised more than \$30 million. Ms. Waller, an Army civilian employee, died in the September 11 terrorist attack on the Pentagon. Mr. David O. (Doc) Cooke, the Defense Department's Director for Administration and Management, said at the Pentagon's October 2 CFC Kick Off, "This year, the DoD's CFC of the National Capital Area (NCA) is dedicated to those who lost their lives on September 11, and in particular, Meta Waller."

The Department's CFC goal for the NCA is \$11.1 million, this year alone. The department's aggregate donation is significantly higher as every defense activity and military installation worldwide conducts a local campaign during this same general time period. The DoD campaign will conclude around Thanksgiving.

The Defense ceremony featured many distinguished guests including Deputy Defense Secretary Paul D. Wolfowitz; Veterans Affairs Secretary Anthony J. Principi, who is also the NCA CFC Chairman; and Wilhelmina J. Rolark, President of the United Black Fund and Vice Chairman of the United Way Campaign.

During his keynote address, Mr. Wolfowitz remarked that the terrorist attacks on the Pentagon and New York City had failed. "No one can come into our house and destroy its true foundations," Wolfowitz said. "Those foundations are the ideals upon which we have built our military services and our country." The Pentagon attack hasn't stopped the building's renovation program, which is slated for completion in 2012. In the wake of the terrorist attacks, "America's ideals do indeed remain solid, intact, in this building, in New York City, and across the

nation," Wolfowitz emphasized.

.... "Americans are reaching out to each other which is one of our most powerful means of healing our nation's wounds."

"It's significant," he remarked, "that almost every agency providing national and local relief in the wake of September 11 is part of the CFC." Given the scope of the devastation that occurred at the Pentagon and in New York City, the need for donations from entities like CFC will be great for some time to come, Wolfowitz said. He added that DoD's people "outdid themselves" last year, donating almost \$12 million. "Now is the time for all of us to dig into our pockets and pocketbooks, to help exceed our CFC goal once again."

Ms. Rolark said that Defense's CFC would not only address the needs of the victims and the families of the terrorist attacks, "but also the needs

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r-l: David O. Cooke, Director Administration and Management; Deputy Defense Secretary Paul D. Wolfowitz; Veterans Affairs Secretary Anthony J. Principi; John Winston, Assistant Bureau Chief of Enforcement, Federal Communications Commission; and Wilhelmina J. Rolark, Vice Chairman of the United Way Campaign, participate in DoD's CFC Kick Off ceremony at the Pentagon. (Photo by Gerry J. Gilmore.)



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of the attendant communities, too." The District of Columbia "is losing \$10 million a day," she said, as a result of the attack on the Pentagon. This has adversely affected the area's tourism and hospitality industries.

Attendees Mario Lopez and Harold Carr, the Washington Headquarters Services CFC Campaign Manager and Co-Manager, respectively, said that this year's campaign is especially poignant because of the terrorist attacks against the U.S.

Payroll deduction is a good way to contribute to the CFC, remarked Mr. Lopez. "It allows folks to contribute over the long term without having to contribute a large amount up front." He added, however, "we're interested in all contributions."

This year, Mr. Lopez said, contributors may elect to use their pledge cards to give to the terrorism relief organizations identified by the CFC as well as to the designated charities. Mr. Keith Craig, Campaign Manager, Office of the Secretary of Defense, noted this year's campaign "has been made more relevant" because of the terrorist attacks.

The Defense CFC Director, Steve Kelly, expressed confidence that DoD's NCA campaign would collect more than \$12 million. DoD's overseas CFC, he added, should also do well. "It seems everybody knows someone affected by the September 11 attacks."

Excerpts from article written by Gerry J. Gilmore, American Forces Press Service.)



Deputy Defense Secretary Paul D. Wolfowitz (middle) takes a photo with DoD's Combined Federal Campaign Managers and Keyworkers at the Pentagon Kick Off ceremony. (Photo by Gerry J. Gilmore.)



Flanked by the Washington Headquarters Services CFC Management Team, Deputy Defense Secretary Wolfowitz and John Winston, Paula Blair, WHS Loaned Executive, Department of the Army, Military Traffic Management Command, holds the WHS CFC goal poster. (Photo by Gerry J. Gilmore.)

*"Coming together,
sharing together,
working together,
succeeding together."*

Author Unknown

WHS 2001 CFC Team

The success of any campaign rests upon the shoulders of its campaign members. The WHS 2001 Combined Federal Campaign (CFC) team exudes strength from its Keyworkers and Campaign Managers to its Committee Chairs and management leaders. Each WHS Directorate has a Campaign Manager and at least one Keyworker. In the smaller Directorates, the Campaign Manager probably wears two hats, that of Campaign Manager and Keyworker. The ideal is to have one Keyworker for every 15 employees. This easily allows a Keyworker to "personally ask" his/her fellow employees to participate in the CFC.

The WHS 2001 CFC team is composed of the following members:

Chair: Paul Haselbush, Director, Real Estate & Facilities (RE&F)

Vice-Chair: Ralph Newton, Deputy Director, RE&F

Campaign Manager: Mario A. Lopez, RE&F

Co-Campaign Manager: Harold Carr, RE&F

Communications Committee

Chair: Larry Curry, Director, Directorate for Communications & Directives (C&D)

John Harris, RE&F

Shannon Giles, RE&F

Bruce John, RE&F

Pam Mirelson, C&D

Finance Committee

Chair: Joe Friedl, Director, Budget & Finance Directorate

Valerie Brown, RE&F

Sandra Vincent, RE&F

Logistics Committee

Chair: Susan Ady, RE&F

Jim Beaston, RE&F

Ken Snyder, RE&F

Advisory Board Members

Rita Rutsohn, Personnel & Security Directorate

Brenda Lee, Pentagon Renovation Office

Directorate Campaign Managers

Boards, Commissions, and Task Forces

Budget and Finance

Communications and Directives

Defense Privacy Office

Freedom of Information and Security Review

General Counsel

Information Operations and Reports

Pentagon Renovation Office

Personnel and Security

Real Estate and Facilities

Federal Voting Assistance Program

Annie Nelson

Sue Lafone

Major Larry Davenport

Pamela Bennett

Sharon Reinke

Katie Morgan

Debbie Lidderdale

PeggyLee Young

Tanya Schweider

Harold Carr

Susan Leader



Mario A. Lopez,
Campaign Manager



Harold Carr,
Co-Campaign Manager

*"Teamwork is
working
together—even
when apart."*

Author Unknown